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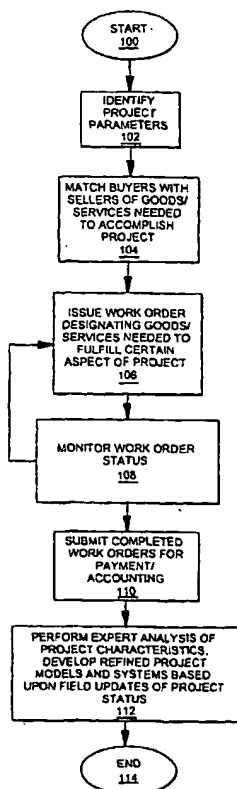
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(54) Title: **PROCESS AND SYSTEM FOR MATCHING BUYERS AND SELLERS OF GOODS AND/OR SERVICES**



(57) Abstract: The present invention provides a process and a system for matching buyers and sellers of goods and/or services for a project. The invention enables a buyer to specify a project in terms of physical, functional, temporal, financial, and/or transactional parameters (102) which are then automatically converted, by the present invention, into at least one request for goods/services (104) needed to complete the project. The requests are suitably provided to at least one seller, who may be pre-identified by the buyer as a preferred seller. Upon receiving a request, the seller may submit a response to the request, as desired. Additionally, the invention provides a forum for the negotiation of any agreements and the formation of contracts to provide the requested, or alternative goods/services (106). Further, the present invention provides a system and process for targeting marketing to online buyers based upon profiles established for the buyers, profiles for the sellers, and the current on-line activities of a buyer. The targeted marketing features are preferably provided by utilizing Profile links which provide hyper links to a web page associated with a seller.

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